

CITY OF OAKLANDPROPOSED: AFFIRMATIVE ACTION POLICY

Revised 4-3-69

I. Declaration of Purpose

WHEREAS, conditions of high unemployment and under-employment have existed in the City of Oakland for several years, particularly among minority groups; and

WHEREAS, there have been inadequate opportunities for the employment of the disadvantaged, particularly among minority groups in professional, managerial, technical, skilled and unskilled jobs in the Oakland community; and

WHEREAS, difficulties have been experienced by minorities desiring to own, manage, and participate in the ownership of business enterprises; and

WHEREAS, the City Council seeks to take actions which will lead to the employment of unemployed and under-employed residents of the City of Oakland; and

WHEREAS, the City Council seeks to take actions which will provide equal employment opportunities in existing jobs as well as jobs which become available through current and future activities of the City of Oakland, its departments, public agencies operating under the Charter of the City of Oakland and businesses operating within the City limits, and businesses with whom the City has commercial relationships; and

WHEREAS, the Council seeks to take actions which will expand opportunities for minorities to own, manage, and participate in the ownership of business enterprises; now, therefore, be it

RESOLVED: That the Council of the City of Oakland formally adopts the following policies, and will undertake the following activities to further implement this policy for itself, its departments and agencies operating under the authority of the Charter of the City of Oakland.

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II. General Policies

A. The City Council of the City of Oakland, recognizing that it is a public body, and further recognizing that the City of Oakland has responsibility for the general well being of its residents, will make every effort to carry out its obligations to the residents of the City of Oakland in employing, and in encouraging and assisting others to employ, the unemployed and underemployed residents of the City of Oakland.

B. The City of Oakland, in its recruiting and hiring, pledges to set an example within the community in employing and upgrading the underemployed residents of the City and in providing equal employment opportunity for all residents. The City will take all necessary steps and actions to eliminate attitudes, policies, practices, and requirements which are in conflict with the effective implementation of this policy.

C. The City will fully utilize its influence, powers of persuasion, and good offices to encourage and assist businesses operating within commuting distance of the City to adopt similar policies and practices and provide equal employment opportunities for all residents of the City.

D. The City recognizing the purposes and activities of a wide variety of public and private community institutions which motivate, educate, train and secure employment for the unemployed and underemployed residents of the City of Oakland, pledges to support these institutions, and to seek their assistance and utilize their services in carrying out the City's employment programs and activities.

III. Employment Opportunity Programs

A. Recruitment:

The Civil Service Commission of the City of Oakland in conjunction with the Mayor's Manpower Commission is requested immediately to undertake an action program to reach, motivate and bring minority residents of Oakland into jobs available in the City's departments and those agencies operating under the City's Charter.

The City will continue to use its considerable influence with businesses operating within commuting distance of the City and others with whom the City has commercial relationships, to encourage them to begin similar aggressive recruitment of the disadvantaged and urge them to join with the City in a coordinated effort to employ minority residents of Oakland.

The City's recruitment program should include, but is not limited to the following:

1) Employment and promotion

The most effective recruiting device is the employment, and more important, the promotion, of minorities into better jobs. The Civil Service Commission in conjunction with the Manpower Commission will seek, find, motivate, screen, find employment for and the City department will give on-the-job orientation to the hard-core unemployed.

2) Recruitment through community agencies

The Civil Service Commission and the Manpower Commission will make extensive use of those agencies in the City of Oakland who can assist in finding new manpower resources.

3) Youth Motivation

a. Recognizing the critical need of bringing young people into productive and meaningful jobs, the City will continue to provide commitments for positions in its departments and will solicit commitments from businesses operating within the City of Oakland.

b. The City will participate in Oakland school "Career Days" to motivate minority youth to consider jobs with the City.

4) Community Information

a. The Civil Service Commission will regularly publicize job opportunities in the City and in agencies operating under its Charter through the Urban League, Adult Opportunity Centers, Youth Opportunity Centers, Skill Centers, Opportunities Industrialization Center, and other neighborhood agencies and centers which reach minorities.

The City will continue to use the neighborhood alliance with businesses operating within commercial districts of the City and others with whom the City has commercial relationships, to encourage them to begin similar aggressive recruitment of the disadvantaged and urge them to join with the City in a coordinated effort to employ minority residents of Oakland.

The City's recruitment program should include, but is not limited to the following:

1) Recruitment and retention

The most effective recruiting device is the employment and more important, the promotion, of minorities into better jobs. The City will continue to maintain its commitment to the minority community with new, kind, and better employment for and the City department will give on-the-job orientation to the hard-core unemployed.

2) Recruitment through community agencies

The City will continue to work with the community agencies who can assist in the recruitment of minorities into the City workforce.

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3) Community Information

a. The Civil Service Commission will regularly post jobs opportunities in the City and in various community centers through the Urban League, Youth Opportunity Center, Youth Opportunity Center, and other neighborhood agencies and the City's own information center, and other neighborhood agencies and the City's own information center.

b. The City will publicize within the minority community, particularly through communications media which serve minority groups, its efforts and accomplishments in joining with the community to solve employment problems.

c. The City will further assist public agencies operating under its Charter to solicit and coordinate the businesses operating within its geographical limits and with whom they have commercial relationships to engage in similar outreach efforts to employ minority residents.

B. "Job Engineering"

The City of Oakland's Manpower Commission will begin an intensive effort to improve the traditional course of finding the man for the job and will use its influence with contractors, businesses operating within the City, and others with whom the City has commercial relationships to encourage them to join the City in a coordinated effort to improve their employment procedure.

Consistent with work requirements of the City and with legal requirements, the City will review and revise as needed the following employment procedures:

- 1) Techniques of selection, interviewing, evaluating potential, and testing.
- 2) Entry level jobs and examining qualification requirements for these jobs.
- 3) Educational requirements.
- 4) Arrest and conviction records when appropriate, depending on degree of offense, type of job, etc.
- 5) Advancement and promotion procedures, including better ways to develop their potentials for advancement.
- 6) Administrative measures to assure that the new policies are carried out "down the line" from top management through all City operations.

C. Manpower Director

1) The City of Oakland establishes the position of Manpower Director on the staff of the Mayor of Oakland, and responsible to the City Council. The City shall promptly take necessary steps to recruit and employ a suitable, well-qualified person knowledgeable about the problems of the unemployed and underemployed in the City of Oakland.

2) The Manpower Director shall be responsible for assisting the Civil Service Commission to vigorously pursue the effective implementation of these policies by the City's departments and agencies operating under the City's Charter.

3) With regard to employment opportunities with the City, this Officer will assist the Civil Service Commission in taking necessary action to:

a. Seek unemployed or underemployed candidates for employment;

b. Propose training programs, including assistance for qualifying for promotion;

c. Review manpower needs, position and grade structures, qualifications, and requirements;

d. Assist in seeking realistic employment standards with particular emphasis on establishing criteria that can be met by unemployed and underemployed residents of Oakland.

4) Encourage and assist members of the minority communities to participate in ownership and to own and establish business enterprises;

5) To encourage the City to do business wherever practical with minority businesses and contractors; and

6) Direct and supervise personnel counselling programs to promote a broader understanding of the problems of minority employers.

D. Manpower Commission

The City Council will establish a Manpower Commission to review the implementation of the above stated policies and program, to serve as the Overall Economic Development Planning Agency for the City of Oakland, to review the general state of economic activity in Oakland, and to make recommendations to the City Council as to means of increasing employment opportunities for the City's disadvantaged residents. The membership of the Manpower Commission shall be selected from business, labor unions, public agencies and the minority and poverty community.

NOTE: Establishment of the Manpower Commission is dependent on determination by the Federal government that the Commission will be designated "prime sponsor" for Federal Manpower programs and funds in the City of Oakland.

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